AMENDMENTS

In the Claims

The following is a copy of Applicant's claims that identifies language being added with underlining ("___") and language being deleted with strikethrough ("~~__~~"), as is applicable:

1-19. (Canceled)

20. (Currently Amended) A system for providing customizable multimedia messages over a television system to a communications terminal for presentation to a user, comprising:

a first application server and a second application server, ~~at least one application server that~~ the first application server configured to generate ~~generates at least one~~ a first message configuration and a first message content based on the first message configuration, the second application server configured to generate a second message configuration and a second message content based on the second message configuration, the first message configuration describing a first presentation format for the first message that is different than a second presentation format of the second message, ~~each application server~~ the first and second application servers being capable of providing interactive services that enable a communications terminal to communicate over the television system;

a multimedia messaging server that receives the first and second ~~at least one~~ message ~~configuration~~ configurations from the ~~at least one~~ first and second application ~~server~~ servers and associates the first and second message content for presentation to a user according to the ~~at least one~~ first and second message ~~configuration~~ configurations, respectively, and generates a first request and a second request

according to the ~~at least one~~ first and second message ~~configuration~~ configurations, respectively, the first and second ~~request~~ requests including the first and second message content and ~~a~~ first and second message configuration ~~expression~~ expressions, respectively, for delivery over a television system to the communications terminal associated with the user, the first and second message configuration expressions corresponding to the first and second message configurations, wherein the ~~at least one~~ first and second application ~~server~~ servers and the multimedia messaging server are located in the headend, the multimedia messaging server being capable of managing the delivery of the first and second ~~request~~ requests over the television system to the communications terminal, thereby conserving system bandwidth; and

a multimedia messaging client that receives the first and second ~~request~~ requests and associates the first and second message content and the first and second message ~~configuration~~ configurations for presentation of the first and second message content according to the first and second message ~~configuration~~ configurations.

21. (Currently Amended) The system of claim 20, wherein each of the first and second message configuration ~~expression~~ expressions ~~comprises~~ comprise a location reference that is utilized by the multimedia messaging client in retrieving the respective first or second message ~~configuration~~ configurations for use in presenting the respective first or second message content by the communications terminal.

22. (Currently Amended) The system of claim 20, wherein each of the message configuration ~~expression~~ expressions comprises the respective first or second message configuration for use in presenting the respective first or second message content by the communication terminal.

23. (Currently Amended) The system of claim 20, further comprising a database of message configurations, the database accessible by the multimedia messaging server.

24. (Currently Amended) The system of claim 20, wherein the multimedia messaging client includes a client application and a configuration manager, wherein the configuration manager provides the client application with the first and second message ~~configuration~~ configurations associated with the respective first and second message content.

25. (Currently Amended) A system for delivery of multimedia messages, comprising:

a multimedia messaging server; ~~and~~

a plurality of ~~at least one~~ application ~~server~~ servers, in which each of the plurality of application ~~server~~ servers generates message content that has a different presentation format than a presentation format of the message content generated by other application servers of the plurality of application servers; ~~and~~

a database of predefined message configurations coupled to the multimedia messaging server; and, ~~each application server being capable of providing interactive services that enable a communications terminal to communicate over the television system.~~

a multimedia messaging client application located in a communications terminal,

wherein each of the plurality of application ~~server~~ servers delivers the message content ~~and at least one of the database of predefined message configurations~~ to the multimedia messaging server, which in response thereto, generates a request that comprises the message content and a reference to a location of one of the predefined message ~~configuration~~ configurations ~~expression~~ for delivery over a television system to a communications terminal associated with the user,

wherein the ~~at least one~~ plurality of application ~~server~~ servers and the multimedia messaging server are located in ~~the~~ a headend, the multimedia messaging server being capable of managing the delivery of the request over the television system to the communications terminal, thereby conserving system bandwidth.

26-35. (Canceled)

36. (New) A system for providing customizable multimedia messages over a television system to a communications terminal for presentation to a user, comprising:

a plurality of application servers that each generate a message configuration that defines a presentation format for an associated message content, the presentation format unique to each of the plurality of application servers, each of the plurality of application servers being capable of providing interactive services that enable a communications terminal to communicate over the television system;

a carousel file server system;

a multimedia messaging client application located in the communications terminal; and

a multimedia messaging server coupled to the carousel file server system, the multimedia messaging server configured to receive the message configuration from each of the plurality of application servers and associate the associated message content for presentation to a user according to the message configuration, the multimedia messaging server configured to generate a request on behalf of each of the plurality of application servers according to the message configuration, the request including a reference to a location of the message content located on the carousel file server system and a reference to a location of the message configuration on the carousel file server system, wherein the plurality of application servers, the carousel file server system, and the multimedia messaging server are located in ~~the~~ a headend, the multimedia messaging server being capable of managing the delivery of the request over the television system to the communications terminal, thereby conserving system bandwidth,

wherein, upon receiving the request, the multimedia messaging client application retrieves the message content and the message configuration at the referenced locations of the carousel file server system and associates the message content and the message configuration for presentation of the message content according to the message configuration.

37. (New) The system of claim 20, wherein at least one of the plurality of application servers comprises an emergency alert system server.

38. (New) The system of claim 20, wherein at least one of the plurality of application servers comprises a virtual channel system server.

39. (New) The system of claim 20, wherein at least one of the plurality of application servers comprises a messaging service server.

40. (New) The system of claim 20, wherein at least one of the plurality of application servers comprises a business application support service server.

41. (New) The system of claim 20, further comprising an additional application server communicatively coupled to the multimedia messaging client, the additional application server comprising an email server located remotely from the headend.

42. (New) The system of claim 25, wherein at least one of the plurality of application servers comprises an emergency alert system server.

43. (New) The system of claim 42, wherein at least one of the plurality of application servers comprises a virtual channel system server.

44. (New) The system of claim 43, wherein at least one of the plurality of application servers comprises a messaging service server.

45. (New) The system of claim 44, wherein at least one of the plurality of application servers comprises a business application support service server.

46. (New) The system of claim 45, further comprising an additional application server communicatively coupled to the multimedia messaging client, the additional application server comprising an email server located remotely from the headend.

47. (New) The system of claim 36, wherein at least one of the plurality of application servers comprises an emergency alert system server.

48. (New) The system of claim 47, wherein the plurality of application servers comprises one or more of a virtual channel system server, a messaging service server, and a business application support service server.

49. (New) The system of claim 48, further comprising an additional application server communicatively coupled to the multimedia messaging client, the additional application server comprising an email server located remotely from the headend.